



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**MARKED AGENDA**

8:00 a.m., Tuesday, February 15, 2011  
Pinnacle Conference Room at Human Resources  
7575 East Main Street  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call**

**8:07 A.M.**

Kate Birchler, Chairwoman

David Richard

Mike Surguine, Vice-Chairman

Kathleen Glenn

Leon Young

Michael Hoffmann

Ace Bailey

Commissioners Birchler, Surguine, Bailey, Richard and Glenn present; Commissioners Young and Hoffmann absent.

**2. Approval of Minutes**

Commission discussion and possible action to approve the January 31, 2011 regular meeting minutes. (Attachment No.1)

Motion to approve minutes by Commissioner Richard; Seconded by Commissioner Bailey.  
Approved 5-0.

**3. Manager's Reports**

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No. 2)
- b. Bed Tax Proforma (Attachment No. 3)
- c. Smith Travel Report (Attachment No. 4)
- d. Manager's Update

**4. Tourism Development Commission Annual Report**

Commission discussion and possible action regarding TDC annual report

Staff Contact: Steve Geiogamah (Attachment No.5)

Motion to approve the TDC annual report by Commissioner Richard; Seconded by Commissioner Glenn. Approved 5-0.



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING RITA MCCLEARY AT 480-312-7989 OR [RMCLEARY@SCOTTSDALEAZ.GOV](mailto:RMCLEARY@SCOTTSDALEAZ.GOV). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT RITA MCCLEARY AT 480-312-7989.

**5. Tourism Development Commission Proposed Bylaws Update**

Commission discussion regarding revision of Commission Bylaws  
Staff Contact: Steve Geiogamah (Attachment No. 6)

**6. 2011 General Plan Update**

Presentation and discussion of the draft 2011 General Plan.  
Presenter: Carrie Wilhelme, Senior Planner/Project Manager (Attachment No.7)

**7. Tourism Program Development Subcommittee Update**

Commission discussion and possible action regarding subcommittee recommendations  
Staff Contact: Bob Tunis, Economic Development Tourism Manager

**8. Preliminary FY2011/12 Destination Marketing Program Objectives**

Commission discussion and possible action regarding the FY2011/12 Destination Marketing Program Objectives  
Staff Contact: Steve Geiogamah; Rachel Sacco; President/CEO of the SCVB  
(Attachment No. 8)

**9. Scottsdale Convention and Visitors Bureau Mid-Year Review**

Staff report, commission discussion regarding the Scottsdale CVB mid-year report  
Staff Contact: Steve Geiogamah; Rachel Sacco, President/CEO of the SCVB  
(Attachment No.9, 9a, 9b, 9c)

**10. 2009 Lodging Performance**

Staff report, commission discussion and possible action regarding the 2009 competitive market lodging performance report. (Attachment No.10, 10a )  
Staff Contact: Steve Geiogamah

**11. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

**12. Public Comment**

Citizens may address the members of the Tourism Development Commission during “Public Comment.” This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**13. Adjournment** **9:41 a.m.**

**Next scheduled meeting is March 15, 2011**



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